

CHAPTER THREE

METHODOLOGY

The two previous chapters stated why the research was conducted. This chapter describes the next step or methodology used in the research which involves: (1) the subjects, (2) the material, (3) the procedures used in data collection and analysis, and (4) the data analysis.

3.1 SUBJECTS

Master of Arts students in the Mass Communication (MA), Faculty of Journalism and Mass Communication, Thammasat University were selected for the reason that they are supposed to have more experiences and greater understanding of the mass communication field.

3.2 MATERIALS

A questionnaire was used as the research instrument tool. There are 5 parts comprising both close- ended questions and open-ended questions. Close-ended questions will be used in Parts 1- 5. Open-ended questions were used in Parts 2 and 4 to encourage them express their ideas. The Likert Scale was used to measure the frequency of the opinions for questions in Part 2 and 3. The alternative choices in Part 2 were divided into: (1) = Yes, (2) = No and (3) = Not sure, while in Part 3 were divided into: (1) = Strongly agree, (2) = Agree, (3) = Moderately agree, (4) = disagree and (5) = Strongly disagree.

The questionnaire is divided into 5 parts as follows:

Part I: General information of the respondent

General information of respondents was included in the first part of the questionnaire to learn their sex, age, occupation, type of media (if they work with media companies) and salary. Open-ended questions to check their understanding of the differences between Free TV and Public TV or PSB were in the end of this part.

Part II: Respondents' understanding of Thai PBS role

TPBS is the first public television in Thailand which was established to serve public interest. However the Public Service Broadcasting model is a new perception

for Thais or even media person. In this part, the research aimed to ascertain how much respondents in the Mass Communication field knew about TPBS objectives, purposes and management. They are supposed to understand well PSB role.

Part III: Attitude to the existed free televisions

Thailand has 6 television stations but each of them has the same objective of gaining profit from sponsors. Sometimes they aren't concerned about improper programs. Questions in the third part aimed to assess respondents' appreciation of existing television stations

Part IV: Attitude toward programs broadcast on free television and Thai PBS

Most programs provided on free TV usually centered on entertainment programs particularly soap operas which are normally broadcast during prime-time. This part asked respondents' opinions of what programs they preferred and which program were most needed.

Part V: Attitude toward techniques presented on each program

The last part of the questionnaire aimed to learn what kind of techniques and factors supporting the programs on Thai PBS are interesting and caught the attention of the respondents.

3.3 PROCEDURES

3.3.1 Research Design

This study was designed as descriptive research aimed at exploring the respondents' attitudes toward programs and contents preferred on Thai PBS. Besides, the study wanted to know what techniques and factors are important in the respondents' opinion for valuable and interesting programs. Thai PBS's role was included in the questionnaire to test the respondents' understanding.

3.3.2 Data Collection

Since the PSB concept in Thailand is very new. The study therefore was designed to collect data from the respondents with familiar the Mass Communication field. Student studying in Faculty of Journalism and Mass communication were selected as samples. They were presumed to understand the mass media's role and TV production. The study was conducted between January 2008 and February 2008.

3.4 DATA ANALYSIS

3.4.1 Review Secondary Sources

The research adopted a desk research method first, which involved documentation analysis, literature review and internet research to cover all aspects of the selected PSB models: BBC, NHK, PBS, ABC and CBC. Then analyzing all the gathered information took place to find out the strong and weak points of PSB management and financial sources. Besides, PSB of Public Media or the television concept has been widely discussed among academics and media persons for many years. Studies and critical articles were published to advise the necessity of establishing public media in Thailand. All information was reviewed to conduct the survey as appropriately as possible.

3.4.2 Collecting Primary Sources

I. Questionnaire: Analyzed data from the first stage was used as a secondary source to support and compile the questionnaire, a primary source. The following is the scope of questionnaire divided into five parts:

- a. Questions to collect personal background of respondents
- b. Questions to test respondents' understanding of PSB
- c. Questions to test respondents' attitudes towards existing television stations
- d. Questions to learn respondents' requirements regarding the kind of programs respondents preferred on Thai PBS
- e. Questions to learn respondents' preferences regarding program presentation.